

## ABSTRACT

### METHODS AND SYSTEMS FOR SELECTIVE BROADCAST ENHANCMENT

Data is transmitted to and obtained by selected wireless devices in a wireless network without assignment of a unique network address (UNA) to the wireless devices. The data is transmitted over a broadcast and the wireless device obtains the data from the broadcast. Specifically, a wireless device is provisioned with a hardware serial number (HSN) and generic access numbers (GANs). The wireless device registers using the HSN and a randomly selected GAN. The service provider assigns and transmits a broadcast access number (BAN). The wireless device uses the BAN to access data from a broadcast from the service provider.

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